



**AFFINITY**

Media Consulting LLC

Efficient Work. Better Brands.

# CAPABILITY STATEMENT

[affinitymediaconsulting.com](http://affinitymediaconsulting.com)  
202.715.2573

UEI: MBXLS1R8RFW3  
CAGE Code: 6ESW7

## NAICS CODES

**323122**

Prepress Services

**512200**

Sound Recording Industries

**512220**

Integrated Record Production

**512290**

Other Sound Recording Industries

**541430**

Graphic Design Services

**541490**

Other Specialized Design Services

**541613**

Marketing Consulting Services

**541840**

Media Reps

**541850**

Display Advertising

**541910**

Marketing Research and Public Opinion Polling

**561410**

Editing Services

Affinity Media Consulting LLC is a full-service communications firm located in Washington, D.C. We design 508-compliant graphics and provide creative project management services by balancing creativity with organization. We develop frameworks for creative operations and design deliverables to support brands. As communications strategists, we help organizations develop clear, effective communication plans by employing a 360-approach that encompasses communicating both internal and external messaging to appropriate audiences.



## DIFFERENTIATORS

### ✦ We're an award-winning communications and marketing team.

Our demonstrated expertise in developing strategic communications and marketing plans serves as a catalyst to effectively connect with your agency's target audiences.

### ✦ We love 508 Compliance.

We take the strain out of accessibility requirements. It's an art form and we can help!

### ✦ We are brand stewards.

Send us your brand guidelines, and you can rest assured we will study and follow them with great detail.

### ✦ We create attention-grabbing design.

We design custom graphics using Adobe Creative Suite so your publications can grab the attention of readers.

### ✦ We hit deadlines EVERY time.

We are agile enough to deal with unexpected timeline changes. We communicate what's needed to meet your project goals.

### ✦ We are print experts.

Our deep understanding of print production equips us to know the questions to ask at the beginning of the project to ensure your deliverables are just as you imagined they would be!

## CONTACT

Vatrice Chestnut  
Chief Relationship Officer

[info@affinitymediaconsulting.com](mailto:info@affinitymediaconsulting.com)  
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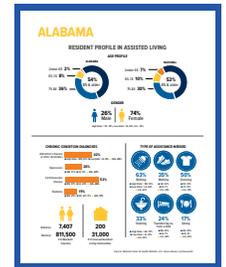
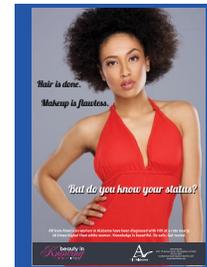
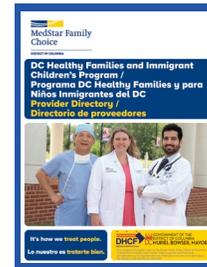
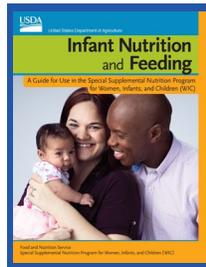
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## CORE COMPETENCIES

- ★ Brand Identity
- ★ Communications/ Marketing Plans
- ★ Graphic Design
- ★ Digital Design
- ★ Print & Digital Production
- ★ Editing
- ★ 508-Compliance
- ★ Media Relations/Outreach
- ★ Publication Management



## PAST PERFORMANCE

### Peace Corps

Publication design, 508 compliance & digital publishing

### USDA - WIC Office

Publication design, 508 compliance & digital publishing

### MedStar Family Choice

Healthcare directory design & digital publishing

### Southern AIDS Coalition

Communications strategy, outreach and graphic design

### Lamaze International

Communications strategy & outreach

### American Society of Nephrology

Communications strategy & outreach

### USDA - Food & Nutrition Office

Infographics & 508 compliance

### Divine Dance Institute

Graphic design, social media management, marketing, printing, website design & maintenance

### SourceAmerica

Graphic design, publication design, promotional items, 508 compliance & digital publishing